

The Development of Jungsemi Tourism Beach through Good Governance

1st Rosalina Ginting
*Faculty of Social Science, Sports, and
Recreation
(Universitas PGRI Semarang)
Semarang, Indonesia*

2nd Maftukin Hudah
*Faculty of Social Science, Sports, and
Recreation
(Universitas PGRI Semarang)
Semarang, Indonesia*

3rd Valdyan Drifanda
*Faculty of Social Science, Sports and
Recreation
(Universitas PGRI Semarang)
Semarang, Indonesia*

4th Arief Rkhman Affandi
*Faculty of Engineering and Information
(Universitas PGRI Semarang)
Semarang, Indonesia*

Abstract—The existence of beaches in a village can be developed as a potential tourist site. The village of Jungsemi has a beautiful beach but the beach has not been used as a tourist destination. The absence of regional planning and management is one of the obstacles faced by the village government. The development of a tourist village requires a good governance system so that the goal of forming a tourism village can be achieved soon. The PPDM team provided assistance in developing operational standards for the management of tourism villages. Several activities have been carried out, such as providing the illustration and description about the good management of a tourist village. In addition, during the

accomplishment of the community service by the Program Pengembangan Desa Mitra (PPDM) team, the topic of discussion also included several supporting elements in the development of this beach tourism village. The results of the activities include the making the site plan and the SOP for those components required in the development of a tourist destination, such as, admission management, parking arrangement, and coordination with the surrounding community.

Keyword—*planning, tourism, beaches, standard procedures, management*

I. INTRODUCTION

Beach tourism is one of the attractions that are preferred by most people. Several types of beaches have unique characteristic white sand, can be used for swimming, or just playing with the waves. Visitors can enjoy the beach atmosphere until a quite long time. However, some beaches in Indonesia have not been enjoyed by the visitors due to the lack of supporting facilities and infrastructure and governance systems that have not been well arranged. This problem faced by Jungsemi village. The village is located in the northern part of Kendal district of Central Java province. The beach owned by Jungsemi Village cannot be used in full as a tourist attraction due to the lack of standard operational standards to manage the tourism potential. Besides, the existence of facilities and infrastructures that support visitors convenience is not yet available. Therefore, it is necessary to prepare regulations that can help the management of this attraction. The existence of tourist attraction in Jungsemi village is also expected to help improve the economy of the village community. The role of village government in regulating the use of tourist attraction functions and its usefulness to the community is necessary to provide justice to the surrounding community. Implementation of Good Governance in the development of the tourism sector includes three

(3) main elements, namely the government, the private sector which represents the employers in tourism and the community that supports tourism. By involving all elements of good governance are expected to be able to overcome the problems of the tourism sector (Ahmad et al, 2018).

This community service activities conducted by the PPDM team aims to assist the village government in drafting several rule devices that can help the management of coastal tourism objects in the village. The product expected at the end of this activity is the establishment of tourism management policy that can assist the comfort of tourism visit.

II. METHOD

The implementation of the tourism village development program began with a meeting with several village government officials. This meeting also resulted in an agreement to reform the coastal area. The improvements made are related to the improvement of supporting facilities and infrastructure in tourist areas, such as toilets, prayer rooms, and ticket purchase posts. In addition to discussing physical development, this coordination meeting also discussed issues regarding the development of soft skills and management of tourism and beach sports management.

The implementation of data collection related to fundamental problems faced by the village government purpose be able to develop a system of management of coastal tourism objects. furthermore, field observations and the distribution of questionnaire forms were also carried out to determine the level of community understanding that had followed a series of training activities carried out by the PPDM team and the village government.

III. RESULTS AND DISCUSSION

The activities carried out in the PPDM program refer to the problems faced by Jungsemi Village during a field visit. Information obtained from the village is managed by the PPDM team, which is then converted into an action plan that can overcome the problems that occur.

Tourism potential is a variety of resources that are owned by a place and can be developed into a tourist attraction that is utilized for economic purposes while still paying attention to other aspects (Pendit, 2003). The coastal area which is owned by Jungsemi Village has not gotten much good handling so that it's development is not too significant. This beach has the potential to be used as a tourist attraction because it has the characteristics of a beach which is not too big waves. The development of the coastal tourism area is divided into 2 main priorities, namely the direction of the function of the coastal area and the direction of the policy for the development of the coastal area (Ariani & Suryawan, 2018). Some points included in the discussion of the direction of the function of the coastal area include the potential for natural scenery, the development of distinctive culinary delights, the arrangement of supporting facilities, and the synergy of local culture with tourism. The PPDM team has conducted various analyzes that can support the development of beach tourism objects in Jungsemi Village related to the direction of the function of this beach area. The development of natural scenery potential in Jungsemi beach tourism is the earliest priority to be made so that this place is visited more and more by visitors inside and outside the area.

The safety and comfort of visitors is the main priority in arranging the management of a tourist place.

the provision of various kinds of supporting facilities contained in tourist sites will provide a sense of comfort to visitors so they can enjoy the beauty of the beach for quite a long time. Supporting facilities, such as prayer rooms, toilets, changing rooms, shelter (gazebo), are priority facilities that must be available at tourist sites. Based on the results of field observations, it is known that the condition of the toilets cannot be said to be adequate and that there is no prayer room to perform worship while at the Jungsemi beach location. For this reason, it is necessary to carry out repairs and construction of facilities be expected to support the development of this coastal tourism area. The PPDM team collaborated with the village government to improve toilet facilities and build a small mosque and entry ticket post (Figure 1). Means of tourism are the completeness of the tourist destination areas needed to serve the needs of tourists in sequence enjoy their tour (Suwanto, 2004)



Figure 1. Development of entrance ticket post for Jungsemi Beach tourist area

In addition to the facilities above, the PPDM team and the village government have also coordinated regards the construction of other facilities and infrastructure that can support the development of these tourist sites (Table 1). The provision of these basic facilities is a necessity that must be met in sequence create a safe and comfortable atmosphere for visitors from inside and outside the city of Kendal.

TABLE 1. SUPPORTING FACILITY PLANS AT JUNGSEMI BEACH TOURIST SITES

Facility Type	Function	Information
Cafe or Restaurant	The place serves a variety of culinary specialties Jungsemi	The location is oriented close to the gazebo or entrance
Parking lot	a motorbike or vehicle's day	The Location close to the

	care location	entrance
Substation View	The Place where the coast guards watch the swimming area on the beach	The location is at some point shoreline
Photo Spot	The place Where visitors can take photos with interesting backgrounds	The location is at several points that have quite interesting views



Figure 2. Training of rescue simulation of drowning victims at the beach

A tool that is often used when rescuing on the beach is a lifebuoy tied to a rope mine which is 15 meters long. In general, 2 lifebuoys are provided in the beach area. When using it, this tool will be thrown at the victim. give instructions to the victim to get into the life vest, then pull it to the beach. This tool is very effective because it can simultaneously help 2-3 people in a place or the middle of the beach if the officer throws is not right, the officer must immediately jump near the victim.

The guidelines which drawn up in the management of tourist area management will help the implementation of workplace functions professionally and safely. The employees of a tourism park organization are "public faces" (people who come face to face with the public), and people who are seen by visitors and the community to ensure that they receive a safe and enjoyable entertainment experience at the tourist site. Some things related to rules for visitors can be seen as follows:

1. Visit schedule is 07.30 - 17.00 West Indonesia Time except for night tours.
2. Visitors must have an entrance ticket, for visitors who do not have a ticket, it will be processed according to existing conditions.
3. Visitors must maintain cleanliness, security and order while at tourist sites.
4. Visitors are prohibited from doing things that are contrary to religious and state norms.

5. Visitors must respect the traditions, customs and culture that exist in the village of Jungsemi.
6. Visitors are prohibited from changing, damaging all infrastructure, vehicles and natural resources that exist in tourist sites.
7. In the event of a visitor's accident, the visitor will receive insurance or be provided with medical assistance following an agreement at a meeting of Pokdarwis Jungsemi members.
8. Visitors who violate the rules and norms that are there will be rebuked even in the legal process.
9. Visitors must obey the rules that exist in the tourism environment and the village of Jungsemi.

IV. CONCLUSION

SOP for the management of coastal tourism areas is absolutely necessary to ensure the smooth work of the management team. Adequate facilities and infrastructure will also support comfort, and safety for visitors.

V. SUGGESTION

Suggestions prepared based on analysis of the advantages and weaknesses or things that have and has not been achieved from the activities and sustainability activities.

Thank-you note

Thank you to the Ministry of Research and Technology and Higher Education for funding community service activities through the scheme of the Partner Village Development Program (PPDM) and the Research and Community Service Institute (LPPM) Universitas PGRI Semarang for supporting facilities and infrastructure in carrying out this task.

REFERENCES

- [1] Ahmad F, Soesilo Z, Irwan N. 2018. Beach Tourism Planning Based On Good Governance Perspective. *RJOAS*, 5(77): 212-218. <https://doi.org/10.18551/rjoas.2018-05.26>
- [2] Ariani, NKD dan Suryawan IB. 2018 Perencanaan Pengembangan Kawasan Pariwisata Pantai Lebih, Desa Lebih, Kabupaten Gianyar. *Jurnal Destinasi Wisata*. 6(2): 258-263
- [3] Suwanto, Gamal. 2004. *Dasar-Dasar Pariwisata*. Yogyakarta: Penerbit ANDI
- [4] Pendit, Nyoman S. (2003). *Ilmu Pariwisata (Sebuah Pengantar Perdana)*. Jakarta: PT Penebar Swadaya.